How To Choose The Best Typographic System For Your Global Game

@TypeTerrance

Terrance Weinzierl, Type Designer, Monotype

[Press Start!]

GDC 2015

Monotype

Microsoft

Segoe

Windows
Windows Phone
Xbox



Google™

Open Sans

Droid Sans
Droid Serif
Android, Chrome OS



SST Condensed
SST Condensed Medium
SST Condensed Bold

Regular

SST Ultra Light
SST Light
SST Roman
SST Medium
SST Bold
SST Heavy

Italic

SST Ultra Light Italic
SST Light Italic
SST Italic
SST Medium Italic
SST Bold Italic
SST Heavy Italic

Components

PS4™ logo lock-up

Pantone 287C
C100 M80
R0 G55 B145

Black

White

Brand colours

SST Pro Light
SST Pro Roman
SST Pro Medium
SST Pro Bold
SST Pro Condensed

SST Pro font - please see font usage page of more details.



Product photography





TV photography

ABCDEFGHIJ

NOPQRSTUV

0123456789

SPECIALTY
CHICKEN

100% WHOLE BREAST WHITE MEAT

COVERED IN OUR

TOPPINGS, SAUCES AND CHEESES

AND THEN BAKED AT 450 DEGREES IN OUR OVEN



LUCK!"

etty the Hen

ecialty Chicken

7
♣



Location Victreaks: Around the World with Five Topics in Sixty Minutes

Terrance Weinzierl

MONOTYPE

GDC 13

7
♣

Industrial Strength

TRAIN

UNDERGROUND

WELCOME

Electricity Infrastructure

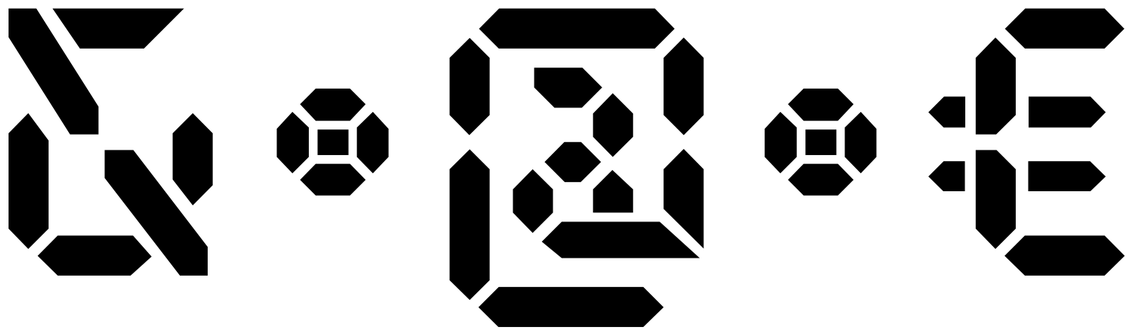
0123456789

BOXER

South Wacker

EXCLUSIVE DLC FOR PRE-ORDERS

TECHNOLOGIC



QUARTZ MS

0 123456789

QUARTZ

NOW WITH 50 MB OF STORAGE

0123456789

How To Choose The Best Typographic System For Your Global Game

Mood & Style

How To

Localization

There is no
exact science to
choosing type.

No No No ? ! ♡ ♥


FARCRY3

Saving...

IN ANOTHER MOMENT
DOWN WENT
ALICE AFTER IT,
NEVER ONCE CONSIDERING
HOW IN THE WORLD

RE/BUY

BUY $60/1000

1911
$60 BUY

6P9
LOCKED

.44 Magnum
LOCKED

1911

A classic .45 caliber semi-automatic handgun that can be used while on a zipline. It's a solid all-around performer at short range.

ACCURACY
DAMAGE
RANGE
FIRE RATE
MOBILITY

NO ATTACHMENTS

COMPARE

PROGRESS

1%

2/38
MISSIONS

0/34
OUTPOSTS

0/20
LETTERS OF THE LOST

0/12
TRIALS OF THE RAKYAT

0/23
PATH OF THE HUNTER

1/18
RADIO TOWERS

0/120
RELICS

0/20
MEMORY CARDS

0/24
WANTED DEAD

0/19
SUPPLY DROP

TROPHY ☆ SIGNATURE WEAPONS ☆ NEW RECIPE ☆

PlayStation 2

NTSC U/C

BATTLESTAR GALACTICA™

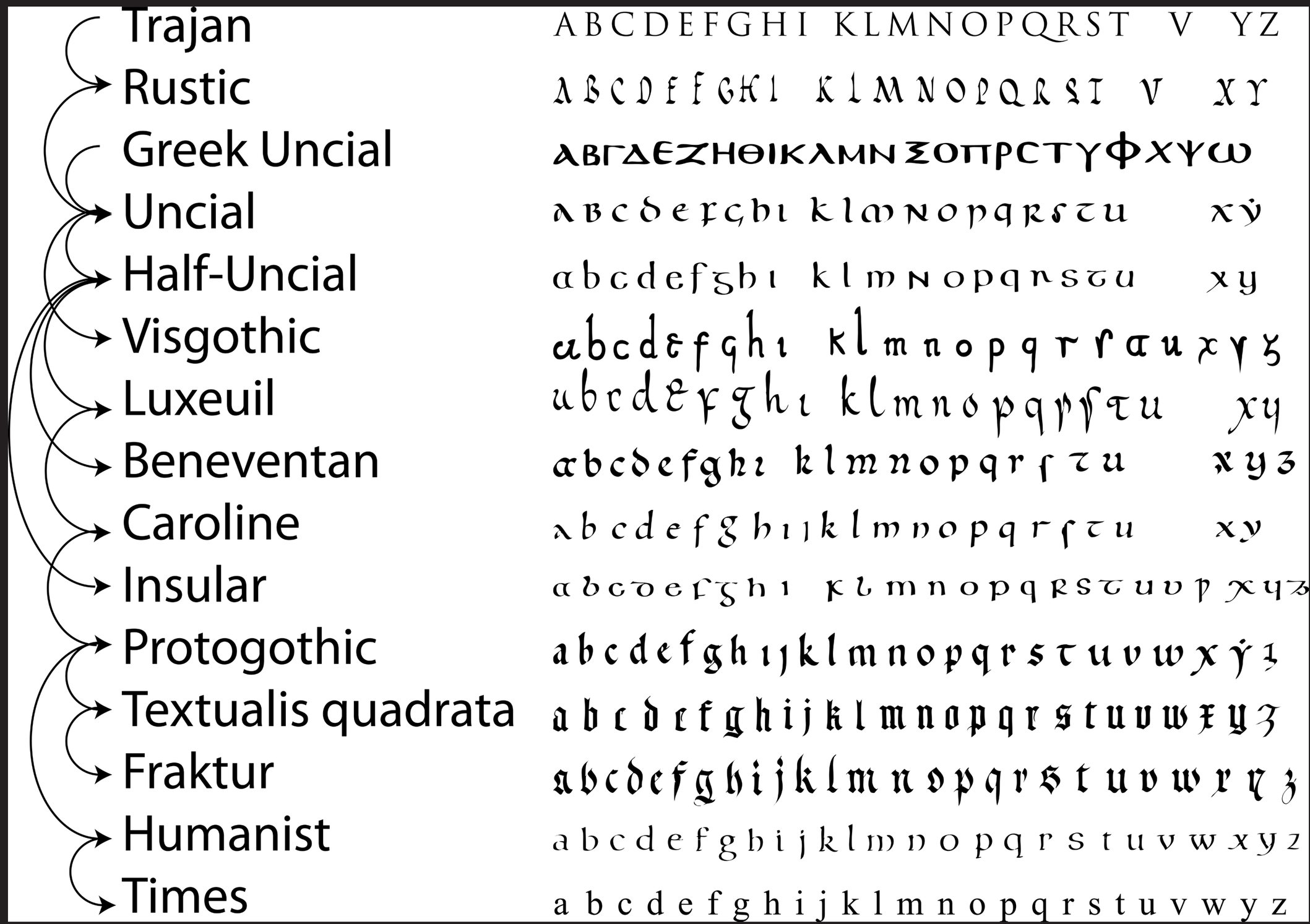


DIASPORA

SHATTERED ARMISTICE

ΑΒΓΔΕΖΗΘ
ΙΚΛΜΝΞΟΠ
ΡΣΤΥΦΧΨΩ

Grotesque or Gothic Sans
Humanist Sans
Geometric Sans
Square Sans
Old Style Serif
Transitional Serif
Modern/Didone Serif
Slab Serif
Script


Trajan
A B C D E F G H I K L M N O P Q R S T V Y Z
Rustic
Greek Uncial
Uncial
Half-Uncial
Visgothic
Luxeuil
Beneventan
Caroline
Insular
Protogothic
Textualis quadrata
Fraktur
Humanist
a b c d e f g h i j k l m n o p q r s t u v w x y z
Times
a b c d e f g h i j k l m n o p q r s t u v w y z

TYPE:RIDER

A TYPOGRAPHIC VIDEOGAME



SPECIMEN

HARACTERVM SEV

TYPORVM PROBATISSIMORVM,

INCONDITE QVIDEM, SED SECVN-

DVM SVAS TAMEN DIFFERENTIAS PRO-

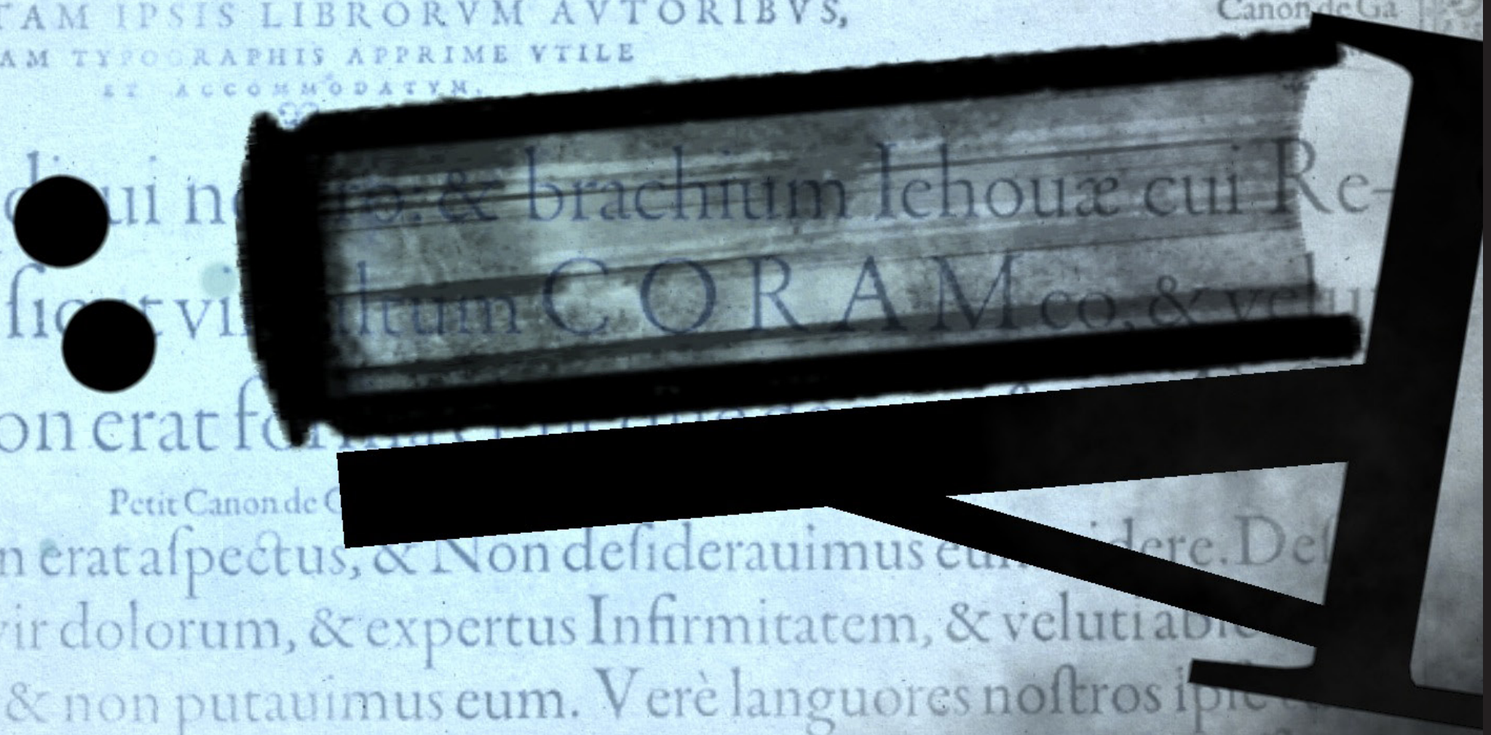
POSITVM, TAM IPSIS LIBRORVM AVTORIBVS,

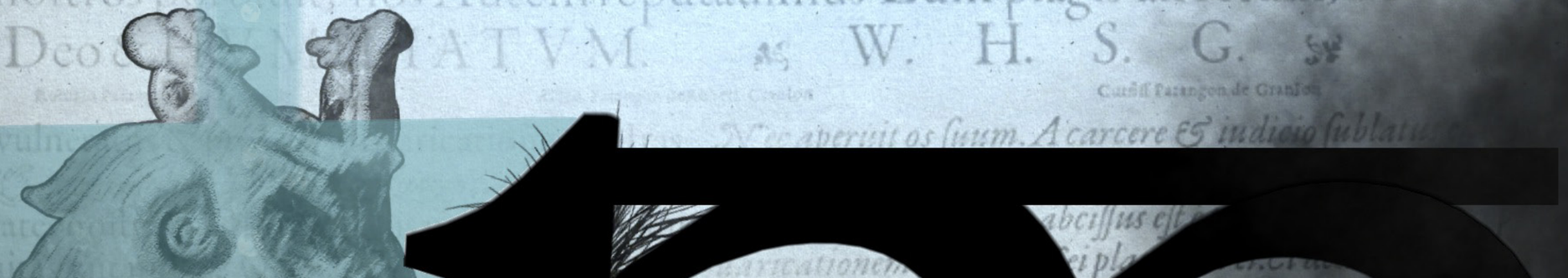
QVAM TYPOGRAPHIS APPRIME VTILE

ET ACCOMMODATVM.

Canon de Ga

Petit Canon de C







Grotesque or Gothic Sans
Humanist Sans
Geometric Sans
Square Sans
Old Style Serif
Transitional Serif
Modern/Didone Serif
Slab Serif
Script, Handwriting

Grotesque or Gothic Sans

all-purpose, clean, solid efficient, and official

Humanist Sans

serious, but friendly corporate

Geometric Sans

futuristic, elegant
contemporary

Square Sans

futuristic, mechanical
tough

Antique, Historical, Fantasy

Classical, bookish

Serious, Scary, Cinematic

Wild West, Sports

Luxury, Graceful

Casual, Comic


STAR TREK
THE NEXT GENERATION


The Return
of The King

POLICE

Pizza

Whipped Cream


TINY WINGS
V2.1

Chapter 1
Day Trip

Terrance

Chapter 1
Day Trip

Terrance

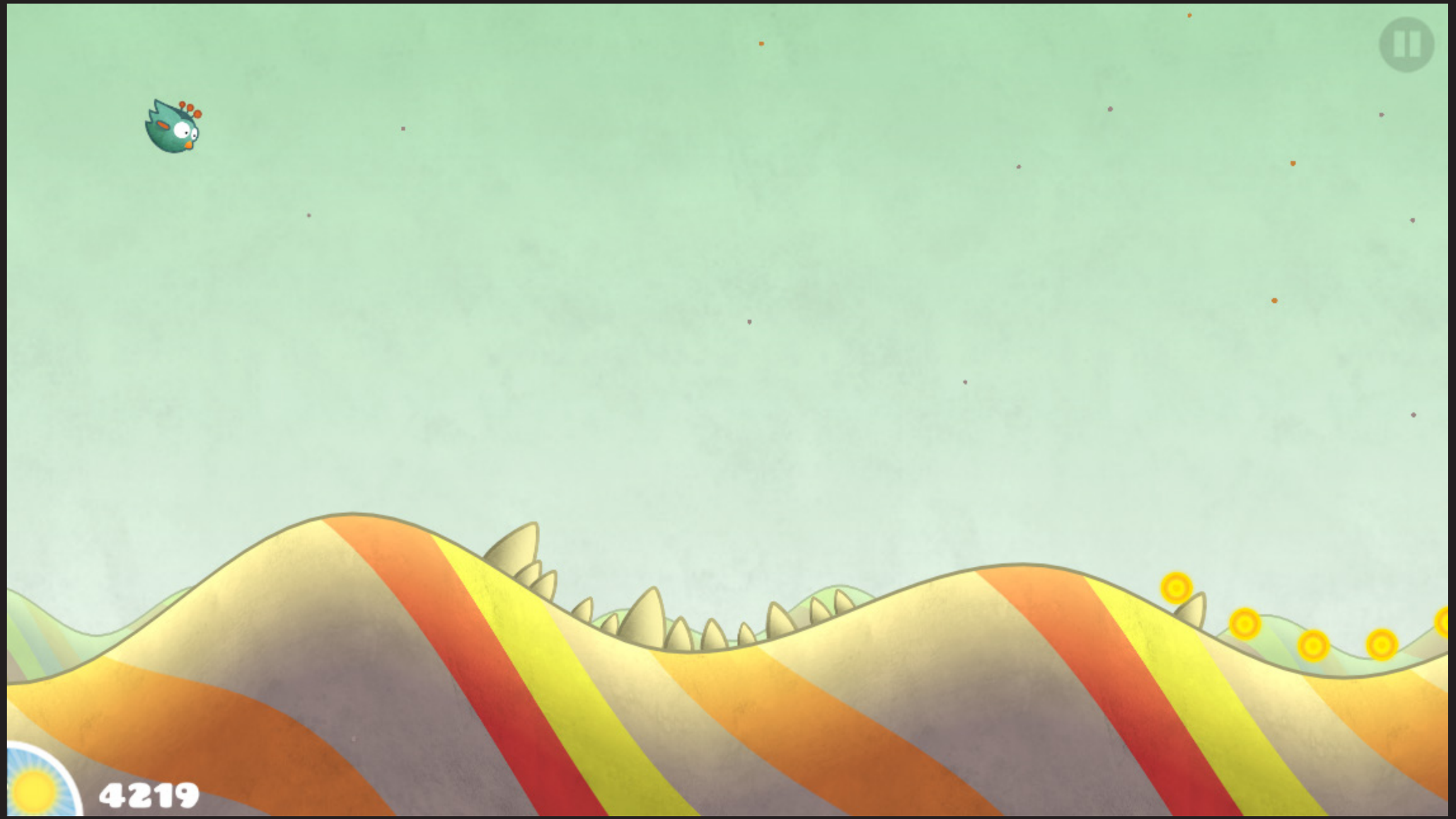


Nest Multiplier

Score x16

For the next nest:

- ✗ Be 5x in fever mode in one game
- ✗ Reach the 5th island without speedcoins
- ✓ Gain 60000 points


4219

KINGDOM RUSH

START

CREDITS

MORE GAMES

KINGDOM RUSH FRONTIERS

START

CREDITS

MORE GAMES

KINGDOM RUSH ORIGINS

START

CREDITS

MORE GAMES

KINGDOM
RUSH
ORIGINS

LOADING

971

66/75

The Crystal Sea

Valor's Rest

Howling Moors

Dragon Throne

Moonlight River

Gray Ravens

The Hollow Mountains

Duredhel

Springsonal River

High Bridge

Duskwood

Skyfall Peaks

Starlight Rivers

Crystal Pools

Fey Meadows

Unseelie Court

Shieldwall Range

Tranquil Forest

Blackwater Rapids

Elderoak

Enchanted Forest

Elderwilds

Aredhel

Rockhenge

Evermeet Mountains

The Soaring Ruins

Gryphon Point

The Verdant Edge

Sylvan Woods

MENU

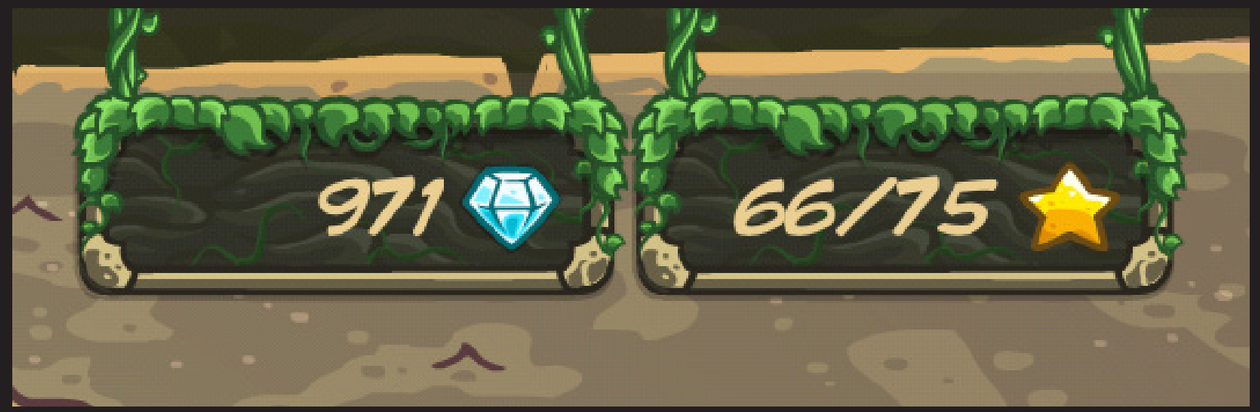
SHOP

HERO ROOM

UPGRADES

ENCYCLOPEDIA

ACHIEVEMENTS


971
66/75


Elderoak


MENU


ENCYCLOPEDIA
ACHIEVEMENTS

GNOME SHOP

971

GET GEMS

1

1

3

3

3

HORN OF HEROISM

BLOW THE HORN AND MAKE YOUR TOWERS AND SOLDIERS INVULNERABLE, AS WELL AS ABLE TO DEAL DOUBLE DAMAGE.

125

BUY

750

75

125

999

250

450

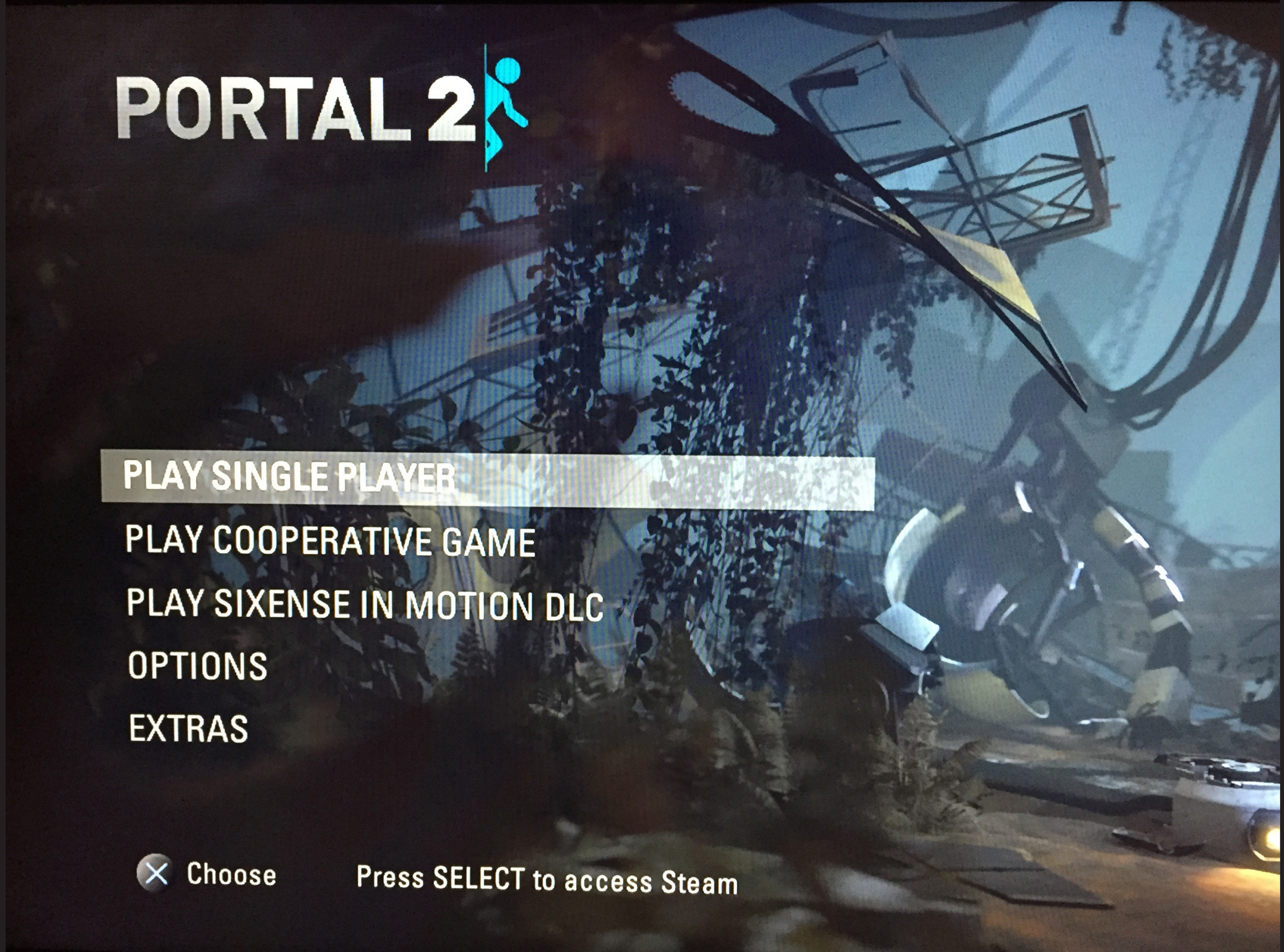
DONE

20
267
WAVE 8/8
2
OOF!
POW!


OOF!
POW!


PORTAL 2

APERTURE
LABORATORIES


PORTAL 2
PLAY SINGLE PLAYER
PLAY COOPERATIVE GAME
PLAY SIXENSE IN MOTION DLC
OPTIONS
EXTRAS
Choose
Press SELECT to access Steam


Pick Up

Mood & Style:

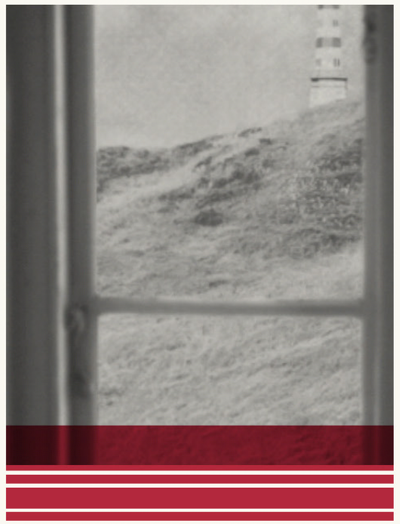
Harmony or Contrast



DEVICE6

"I don't know any people living in towers, nor do I care to," Anna mumbled to herself and gritted her teeth.

Through a small window she could tell



that she was rather high up. As she tried to focus she could make out a lighthouse in the distance. Anna wasn't in the city, that much was clear.

I need a smoke.

She reached inside her coat pocket. Her cigarette package was empty. This was turning out to be a very bad morning indeed.

Won't somebody turn off that awful music.

A painting of an orange hung on the

r works of art clustered all over the walls. I

A mansion ... (

ed a stairway that led down to what she assumed to be the ground

Before heading

the corner, back to the stairway and

w a l k


INFILTRATE
THE MANSION
VALLETTA


GENERATOR
ONE
GAMMA
[SPACE] NEXT COVER
[E] EXECUTE
03
19
[F] PORTABLE EMP


GRID
PLEASE PRESS START

LAP 1/2

TIME 00:07.68

LAP 00:07.68

9/12

Madoka Kabe 1

Frank White 8

Garret Voorhees 9

Ben Landers 10




LAP 1/2
TIME 00:07.68
LAP 00:07.68


4
6
2
8
212
km/h
0
10
021895
5

MAIN MENU
GRID WORLD
RACE DAY
MULTIPLAYER
OPTIONS
EXTRAS

Ⓐ SELECT

ASSASSIN'S CREED®

FREEDOM CRY





mission complete!

memory 03
laying the first brick

optional objectives
- push an overseer into the water
- perform an air assassination from a height of 10 meters

100%
memory sync

OPTIONS
view details

give us feedback

saving...

rate this memory

continue



mission complete!

memory 03

laying the first brick

optional objectives

- push an overseer into the water
- perform an air assassination from a height of 10 meters

100%

0 0 0 0 0

4307 R

machete

blunderbuss

pouches

ammunition

sell hunting goods



The machete, a large knife, can be used either as a tool or a weapon, and the blade can vary in length. Machetes were frequently used to cut through undergrowth, trim vegetation, harvest sugarcane, and cut open fruit. They were convenient as a

open the ammunition section

return to game \ Maroon store


176 m
7239 R
8

How To

Legibility

vs.

Readability

Legibility (OCR)

In Between (Sans)

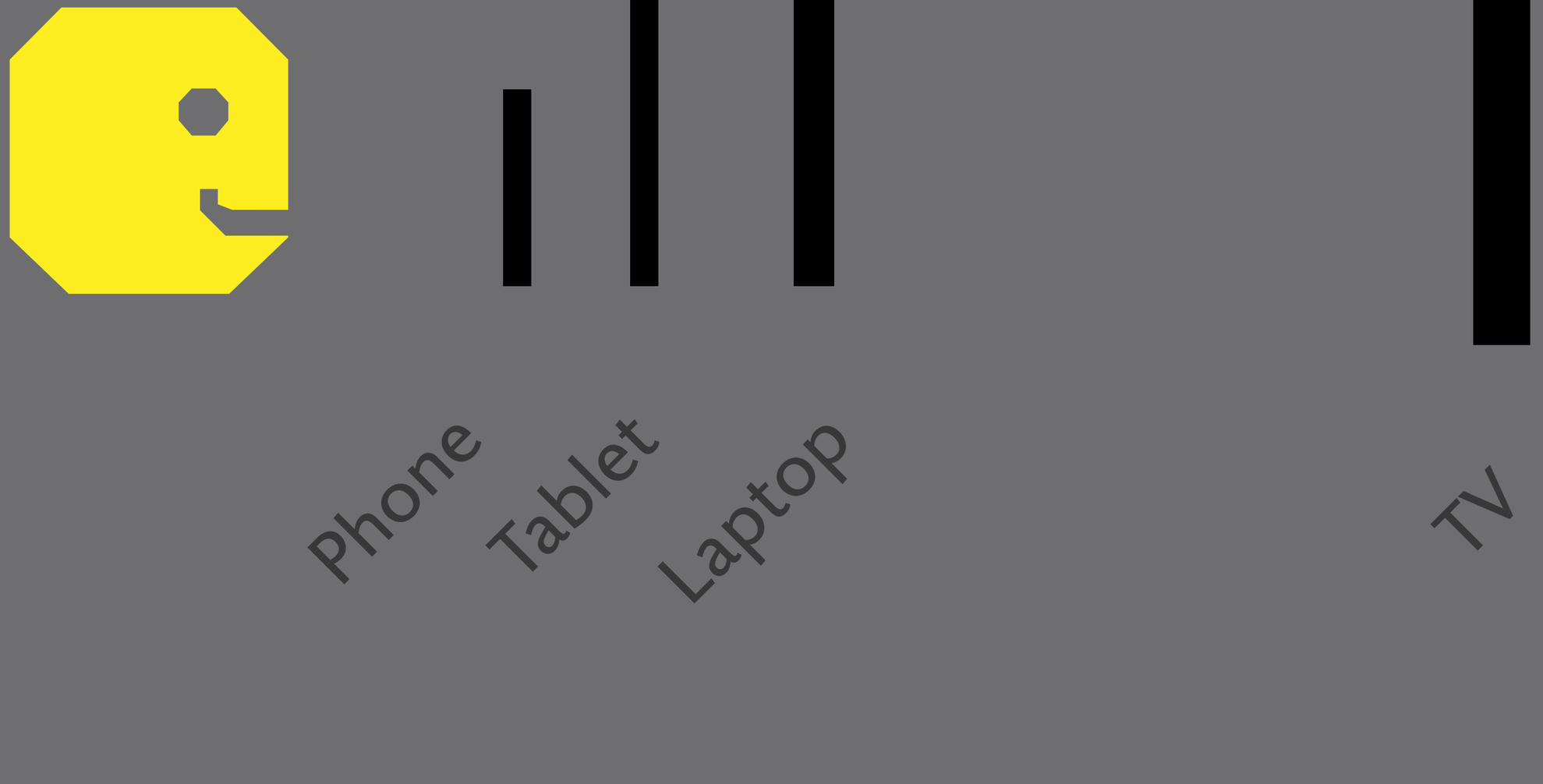
Readability (Serif)

Windows	Interface	Segoe
Android	Interface	Droid Sans
Android	Interface	Roboto
Mac OS	Interface	Lucida Grande
iOS	Interface	Helvetica Neue

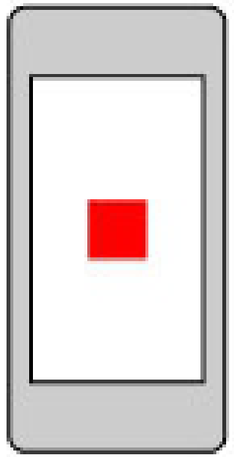
Readability

-Size
-Contrast
-Viewing distance

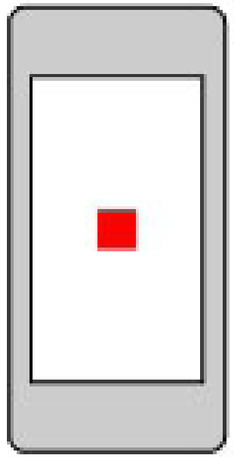
Comfort is king.


Phone
Tablet
Laptop
TV

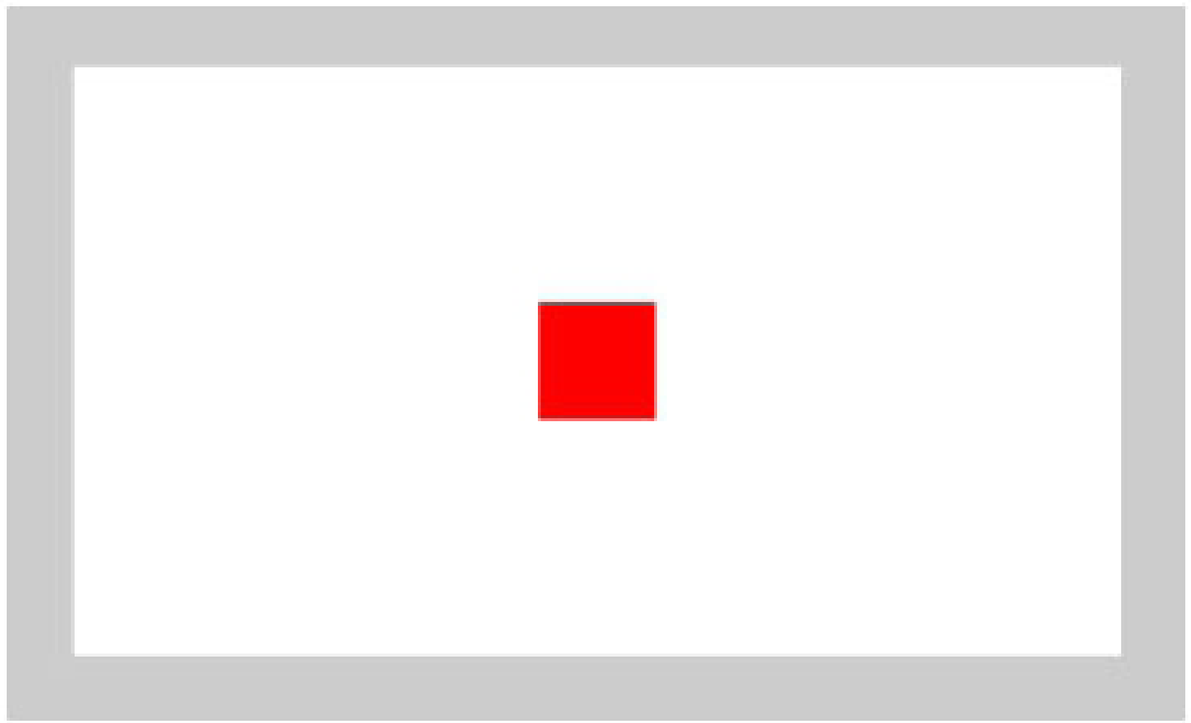

Alice in Wonderland
ALICE was beginning to get very tired of sitting by her sister on the bank and of having nothing to do: once or twice she had peeped into the book her sister was reading, but it had no pictures or conversations in it, "and what is the use of a book," thought Alice, "without pictures or conversations?"
So she was considering, in her own mind (as well as she could, for the hot day made her feel very sleepy and stupid), whether the pleasure of making a daisy-chain would be worth the trouble of getting up and picking the daisies, when suddenly a White Rabbit with pink eyes ran close by her.
There was nothing so very remarkable in that; nor did Alice think it so very much out of the way to hear the Rabbit say to itself "Oh dear! Oh dear! I shall be too late!" (when she thought it over afterwards it occurred to her that she ought to have wondered at this, but at the time it all seemed quite natural); but, when the Rabbit actually took a watch out of its waistcoat-pocket, and looked at it, and then hurried on, Alice started to her feet, for it flashed across her mind that she had never before seen a rabbit with either a waistcoat-pocket, or a watch to take out of it, and burning with curiosity, she ran across the field after



150 ppi
handheld



300 ppi
handheld



100 ppi
desktop display

© Smashing Magazine

Hierarchy

Size, weight and style
can create contrast.

Scannable & glance-able
information.

0005.5 Cals

83 BPM

1

Smart Start

BORDERLANDS 2

Press START button

L1 INVENTORY R1

EQUIPPED

(EMPTY)

(EMPTY)

(EMPTY) (EMPTY)

(EMPTY) (EMPTY)

KPACK (ALL)
PERSONAL

(EMPTY)

(EMPTY)

(EMPTY)

(EMPTY)

(EMPTY)

AMMO

68 200

0 280

24 80

0 360

24 48

0 12

0 3

$1

0

BACKPACK
1/12

SID MEIER'S

CIVILIZATION V

BRAVE NEW WORLD



LOADING

+2195 4388 (+372) 6 / 9 36 586/1540 3726/6065 (+641) +470 2600 (+ Turn: 273 1993 AD | HELP | MENU

4
131
17 6 NOBAMBA 1

Player 1: Ethiopian Bomber
Player 1: Ethiopian Bomber
Player 1: Ethiopian Bomber
Player 1: Ethiopian Bomber
Player 1: Ethiopian Great General
The Ethiopian City of Nobamba
Improvement : Railroad
Terrain : Plains, Hill
4 Output : 4 3

CHOOSE PRODUCTION

MECHANIZED INFANTRY
Movement 3/3
Strength 90

Awasa

18 Citizens

6 Turns until a New Citizen is Born

22 | 23 | 22 | 18 | 6 | 5

— UNITS

- Settler — 2 Turns
- Worker — 2 Turns
- Caravan — 2 Turns
- Archaeologist — 5 Turns
- Cargo Ship — 2 Turns
- Work Boat — 1 Turn
- Artillery — 5 Turns
- Anti-Tank Gun — 6 Turns

WORKER

Cost: 46

Moves: 2

Improves Food Production and Gold by constructing Improvements on map tiles outside of Cities.

157

FINISHED: Bank

Movement 3/3

Strength 90

PURCHASE

Back

CHOOSE PRODUCTION

Awasa

Espionage Overview

Overview | Intrigue

Agents

Name/Rank	Location	Activity
Abebech	Dire Dawa	Counter-intelligence
Demeke	Addis Ababa	Counter-intelligence
Mihret	Adama	Counter-intelligence
Mulu Alem	Harar	Counter-intelligence
Wendimu	Bahir Dar	Counter-intelligence

View / Move

Your Cities

Civilization	Name	Potential
Ethiopia	Adama	20
Ethiopia	Addis Ababa	44
Ethiopia	Adwa	32
Ethiopia	Akkad	6
Ethiopia	Awasa	18
Ethiopia	Axum	29
Ethiopia	Bahir Dar	21

Their Cities

Civilization	Name	Potential	
Babylon	Nippur	?	4
Babylon	Dur-Kurigalzu	?	12
Babylon	Babylon		28
Brussels	Brussels		15
Bucharest	Bucharest		16
Cahokia	Cahokia		13
England	London		20

Close

PURCHASE

Back


2 BALL
RAPTOR RAMPAGE
LITE EXTRA BALL
FEED T-REX
STAMPEDE
SPITTER ATTACK
SYSTEM BOOT
COMPLETE ALL CRT'S FOR SYSTEM FAILURE
MULTI MOSQUITO MILLIONS
ESCAPE ISLA NUBLAR
ELECTRIC FENCES
1 MISSLE PER GAME
BONE BUSTING
SHOOT AGAIN

Kerning

vs.

Tracking

Kerning

OFF VOLTAGE

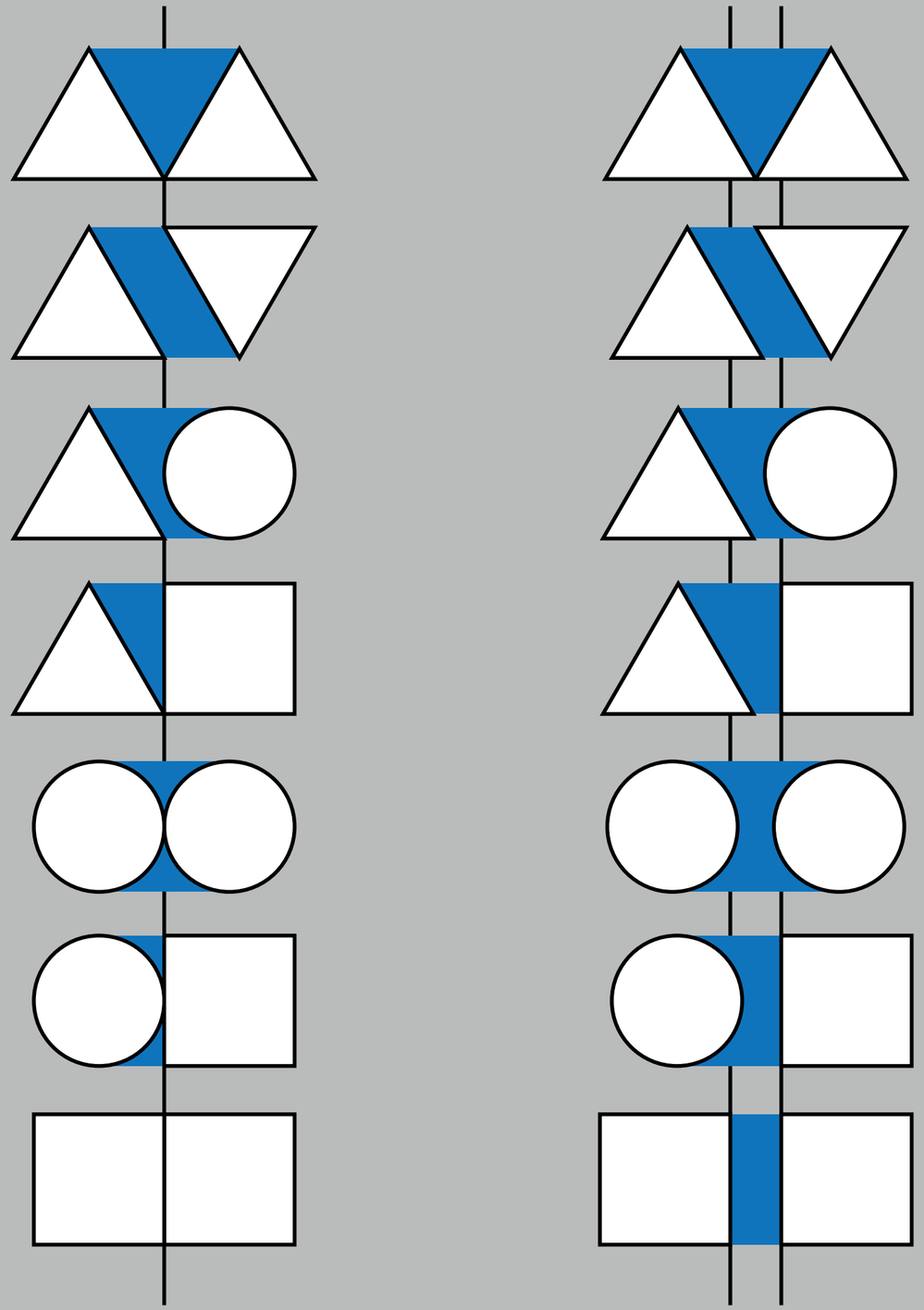
ON VOLTAGE

-10 -120 -70

-50 TRACKING

0 TRACKING

+200 TRACKING



AA

AV

AO

AH

OO

OH

HH

Borrowed from Benson & Carey, *The Elements of Lettering*


PLANTS
VS.
ZOMBIES
2
IT'S ABOUT TIME

0

282

15,790

FREE COINS!

1

2

PLAY EVENT

Yeti spotted!

Hunt him down and collect sweet loot!

PLAY EVENT

Yeti spott

Hunt him dow

DERN WARFARE 2

CAMPAIGN



MULTIPLAYER



MULTIPLAYER

Localization & Languages

LATIN

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓ

ÔÕÖØÙÚÛÜÝÞß

ĀĂĄĆĈĊČĎĐĒĔĖĘĚĜĞĠĢ

ĤĦĨĪĬĮİIJĴĶĹĻĽĿŁŃŅŇŊ

ŌŎŐŒŔŖŘŚŜŞŠŢŤŦŨŪŬŮ

ŰŲŴŶŸŹŻŽÅÆØȘȚ

GREEK

ΑΒΓΔΕΖΗΘΙΚΛΜ
ΝΞΟΠΡΣΤΥΦΧΨΩ

αβγδεζηθικλμ
νξοπρστυφχψω

Ά Έ Ή Ί Ό Ύ Ώ Ϊ Ϋ ά έ ή ί ΰ ϊ ΐ ϋ ό ύ ώ

CYRILLIC

АБВГДЕЖЗИКЛМНОРС
ТУФХЦЧШЩЪЪЫЬЭЮЯ

абвгдежзиклмнорс
туфхцчшщъъыьэюя

È Ë Ѓ Ї Ќ Ѝ Ў й è ë ѓ ї ќ ѝ ў

All 72 pt.

Åfg ऊतऱ ण्ऽस

Σδμ ২ঃ ८ス 傭傮

Дбђ גבא ضني

ذلك ا لمزعج ميدو يجبرني على
جز ا لعشب من أمام منزل
سا ريا .

POWER

RANGE

ACCURACY

PUISSANCE

PORTÉE

PRÉCISION

POWER



PUISSANCE



RANGE



PORTÉE



ACCURACY



PRÉCISION



Character Sets
&
Font Packaging

STD

PRO

COM

GREEK

CYRILLIC

PRO+
CYRILLIC

WGL
W1G
PAN-EURO

SC
(Simplified Chinese)
PRC

TC
(Traditional Chinese)
HK

SC
(Simplified Chinese)
PRC

STD

TC
(Traditional Chinese)
HK

WGL
W1G
PAN-EURO

STD

PRO

COM

GREEK

CYRILLIC

PRO+
CYRILLIC

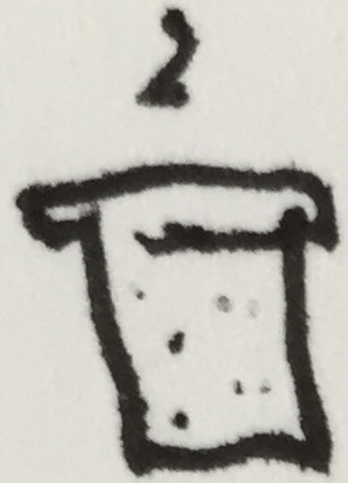
WGL
W1G
PAN-EURO

SC
(Simplified Chinese)
PRC

TC
(Traditional Chinese)
HK

Licensing & Cost

"FONTS AS COFFEE"



Free



Pay



Custom

Ελληνικά & Кириллица

COVER SYSTEM

View Co-op Trailer

platform customized

PS3 360

Mood & Style:

Genre Stereotypes

Harmony Vs. Contrast

How To:

Readability & Distance

Hierarchy

Letter Spacing

Localization:

Languages

Font Packaging

Cost

Thank You!

Any questions?

@TypeTerrance

Terrance Weinzierl, Type Designer, Monotype

Special thanks to Garret @gameandtype.com

Dev & Marketing Gap

Branding consistency. Same typefaces across multiple touch points. Segoe. GTA franchise.

Development, marketing and localization. The more planning and synergy the better.